



QuenchCA Q2 Social Toolkit

March 2024

Using This Toolkit

- QuenchCA has prepared social posts with social cards and copy for notable water-related holiday in Q2.
- Click “Link to Card” at the bottom of each slide to access high-res versions of each social card. Each card has versions sized specifically for Instagram and Facebook/X.
- Feel free to customize cards with your logos and tweak copy as you see fit.
- Put “#QuenchCA” in your copy for the ACWA account to engage with your post!

National Agriculture Day



Post Copy

It's #NationalAgDay! We thank the farmers who make CA farmers' markets and farm-to-table restaurants possible. Not only is infrastructure essential to get the #CAwater to them, but farms can help recharge groundwater, too. Learn more at QuenchCA.com/projects #AgDay24 #QuenchCA

279/280

[Link to Card](#)

World Water Day



Post Copy

We celebrate #WorldWaterDay to raise awareness of the ~2.3 billion people in water-stressed countries. #CAWater leaders advance groundbreaking technologies to address water scarcity that can be used worldwide. Learn more about how we #QuenchCA at QuenchCA.com

270/280

[Link to Card](#)

National Water Week



NATIONAL WATER WEEK

APRIL 7 – APRIL 13



Post Copy

This #NationalWaterWeek, take a second to remember where your water comes from. It takes hard work and #CAwater infrastructure to bring it from the mountains (or the ground!) to your home. Learn more at QuenchCA.com #QuenchCA

236/280

[Link to Card](#)

National Water Week (Spanish)

SEMANA NACIONAL DEL AGUA

7 DE ABRIL – 13 DE ABRIL



Post Copy

Esta #SemanaNacionaldelAgua, tómate un segundo para recordar de dónde viene tu agua. Se necesita trabajo duro e infraestructura #CAwater para traerla desde las montañas (¡o del suelo!) a tu casa. Obtén más información en QuenchCA.com #QuenchCA

254/280

[Link to Card](#)

Earth Day



**CELEBRATING
EARTH DAY**

APRIL 22

**TODAY AND
EVERY DAY**

Post Copy

Since the first #EarthDay in 1970, the day has become the largest civic event on Earth, moving billions worldwide to protect our planet. Learn how your local water leaders are advancing innovative #CAWater projects to help the planet year-round. QuenchCA.com #QuenchCA

279/280

[Link to Card](#)

California Water Awareness Month



Post Copy

Investing in local water projects allows California to be nimble in wet and dry years. Capturing and storing water when it rains relieves the strain on our system when it's dry. For #CAWater Awareness Month, learn more about local water supply projects at QuenchCA.com/projects

279/280

[Link to Card](#)

California Water Awareness Month (Spanish)



MAYO

**MES DE CONCIENTIZACIÓN
SOBRE EL AGUA EN CALIFORNIA**

Post Copy

Invertir en proyectos hídricos locales le permite a California ser ágil en años húmedos y secos. Captar y almacenar agua cuando llueve ayuda a aliviar la tensión en nuestro sistema cuando está seco. Durante el Mes de Concientización sobre el Agua de #CA, obtenga más información sobre los proyectos de abastecimiento de agua en su región en QuenchCA.com/projects

Note: Above copy's length is optimized for FB/Instagram. Feel free to tweak as desired.

[Link to Card](#)

National Drinking Water Week

**DRINKING WATER
WEEK**
MAY 5-11



Post Copy

When you turn on your faucet during #DrinkingWaterWeek take a moment to recognize the importance of the #CAWater projects that deliver safe and reliable water to your home. Learn more at QuenchCA.com

210/280

[Link to Card](#)

National Drinking Water Week (Spanish)

**SEMANA NACIONAL
DEL AGUA POTABLE**
5-11 DE MAYO



Post Copy

Cuando abra la llave durante la #DrinkingWaterWeek, tómese un momento para reconocer la importancia de los proyectos #CAWater que entregan agua segura y confiable a su hogar. Obtenga más información en QuenchCA.com

225/280

[Link to Card](#)

ACWA Spring Conference & Expo



Post Copy

We're at @ACWAWater's Spring Conference & Expo sharing and learning from the state's foremost water experts on behalf of our customers. Learn more about California's investments in water at QuenchCA.com

213/280

[Link to Card](#)

National Rivers Month



Post Copy

Get out and enjoy all that #CAWater has to offer this #NationalRiversMonth! From rafting, to fishing, to camping on its shores, rivers are integral to CA's water system – investments in smart water infrastructure are how we protect them. Learn more: QuenchCA.com

273/280

[Link to Card](#)

World Environment Day



**WORLD
ENVIRONMENT
DAY**
JUNE 5



Post Copy

You might not often think about investments in infrastructure as a form of environmental protection, but a healthy network of water infrastructure directly supports a healthy environment. Learn more this #WorldEnvironmentDay at [QuenchCA.com](https://www.QuenchCA.com)

251/280

[Link to Card](#)

World Ocean Day



Post Copy

It's #WorldOceanDay! The CA coast isn't just the Beach Boys' favorite destination – it's also home to desalination projects, transforming seawater into usable freshwater to expand local supplies for our communities. 🤙🏽🌊 Learn more at QuenchCA.com

258/280

[Link to Card](#)

World Day to Combat Desertification and Drought



**WORLD DAY TO COMBAT
DESERTIFICATION AND DROUGHT**
JUNE 17



Post Copy

While we may have seen rain this winter, we're using #CAWater infrastructure to adapt to our changing climate and prepare for a more resilient future. Learn more about these investments at QuenchCA.com

212/280

[Link to Card](#)

World Day to Combat Desertification and Drought (Spanish)



Post Copy

Si bien es posible que hayamos visto llover este invierno, estamos utilizando la infraestructura de #CAWater para adaptarnos a nuestro clima cambiante y prepararnos para un futuro más resiliente. Obtenga más información sobre estas inversiones en QuenchCA.com

270/280

[Link to Card](#)